



Building an EVP and Employer Brand: A Masterclass

July 2024



The purpose of today



Poll

Introducing our panellists

dna



John Tarrant
Managing Partner
DNA



John Tarrant
Managing Partner
DNA



Bethany Mullett
Head of Culture &
Engagement
Smart DCC



John Tarrant
Managing Partner
DNA



Bethany Mullett
Head of Culture &
Engagement
Smart DCC



Catherine Wright
People & Culture
Operations Manager
MAN Truck & Bus UK

Introducing

dna

Mission

**We help our clients create stronger brands and better businesses.
For some we help them find, keep and engage the staff they need.
For others, we help them find, keep and engage the customers they need.
And for many we do both.**

A few of
the clients
we work for

Aēsop®

aggreko



ALLSAINTS

ALSTOM

Andrews >

boohoo
group plc

exertis

GLENDOLA
leisure group • limited

halfords

HILTI

joules



M MEDIVET

PANDORA

Pets
at Home

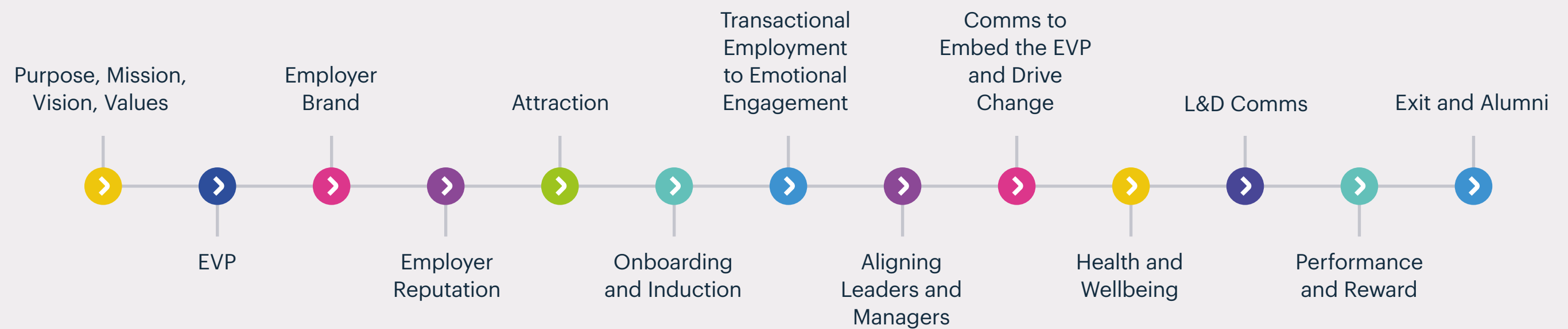
RELEX

SUPERDRY
®
冒險魂



ZURICH®

Whether they're
well-known names
or smaller businesses,
we love them in exactly
the same way.



BrandShift™

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Definition of an EVP

The statement of intent as to what you stand for as an employer and how you want to be known within the audiences that matter to you



Definition of an Employer Brand

**Your strategy to
appeal to current and
future talent, those
that will thrive in your
shared journey**



Distinct, authentic and compelling

Our approach

**We follow a proven, tried
and tested process when
creating your new EVP
and Employer Brand.**

**It engages stakeholders,
eliminates risk and delivers
results every time.**

Our approach

We follow a proven, tried and tested process when creating your new EVP and Employer Brand.

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01

Setting objectives
& project scoping

Our approach

We follow a proven, tried and tested process when creating your new EVP and Employer Brand. It engages stakeholders, eliminates risk and delivers results every time.



Setting objectives
& project scoping

Discovery

Our approach

We follow a proven, tried and tested process when creating your new EVP and Employer Brand. It engages stakeholders, eliminates risk and delivers results every time.



Setting objectives
& project scoping



Discovery



Analysis
& interpretation

Our approach

We follow a proven, tried and tested process when creating your new EVP and Employer Brand. It engages stakeholders, eliminates risk and delivers results every time.



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The process, engaging stakeholders and utilising the EVP to drive positive change

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Bethany Mullett
Head of Culture
& Engagement
Smart DCC



Why did we do it?

- Refreshed EVP to better reflect current identity, culture and aspiration
- Aligning with new Values, Behaviours and Strategic Narrative
- Attract, engage and retain talent needed to succeed
- Main aims to improve engagement scores and eNPS measure of advocacy
- Platform for longer term change and employee experience transformation

How did we do it?

Customised process
for Smart DCC



How did we do it?

Customised process
for Smart DCC



Objectives

Engagement,
eNPS

How did we do it?

Customised process
for Smart DCC



How did we do it?

Customised process
for Smart DCC



Objectives

Engagement,
eNPS



Discover

Review existing data
and insights, competitor
analysis



Analysis

Exec Summary,
The Voice of your People,
begin co-creation

How did we do it?

Customised process
for Smart DCC



How did we do it?

Customised process
for Smart DCC



Launching, embedding and operationalising your EVP and Employer Brand

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Catherine Wright
People & Culture
Operations Manager,
MAN Truck & Bus UK



Why did we do it?

- Staff turnover above 20% against a maximum of 6%
- Spending circa £600k on recruitment agencies
- Needed to lay a foundation for change with a driven HR strategy
- Who are we, what we are, what do we stand for

WE ARE PROUD OF WHAT WE DO AND HOW WE DO IT. WE ARE PROUD OF OUR TEAMS THAT MAKE SUCCESS HAPPEN EVERY DAY. WE'RE PROUD OF THE CHANGE WE'RE DRIVING TOGETHER. JOIN THE PRIDE.

We are proud of what we do and how we do it.

We fuel the economy and keep Britain moving. Part of the VW Group, our premium quality vehicles, underpinned by our expert and focussed colleagues, enable our customers to be the best they can be.

We are proud of our teams that make success happen every day.

We are one MAN and we strive to make a difference every day. We are problem solvers, relationship builders, service providers and continually learning and developing.

We're proud of the change we're driving together.

We are a business in transformation. A journey to shape the business we all want to work for and that commands a pre-eminent position in its markets and in the hearts and minds of both customers and colleagues. In our journey, everyone has a role to play to drive and embrace change.

Join the pride.

We are a global brand but with a local feel. Not only do we help our customers build their businesses, we build teams, careers and reputations within MAN. We also build pride through challenge and achievement every day.

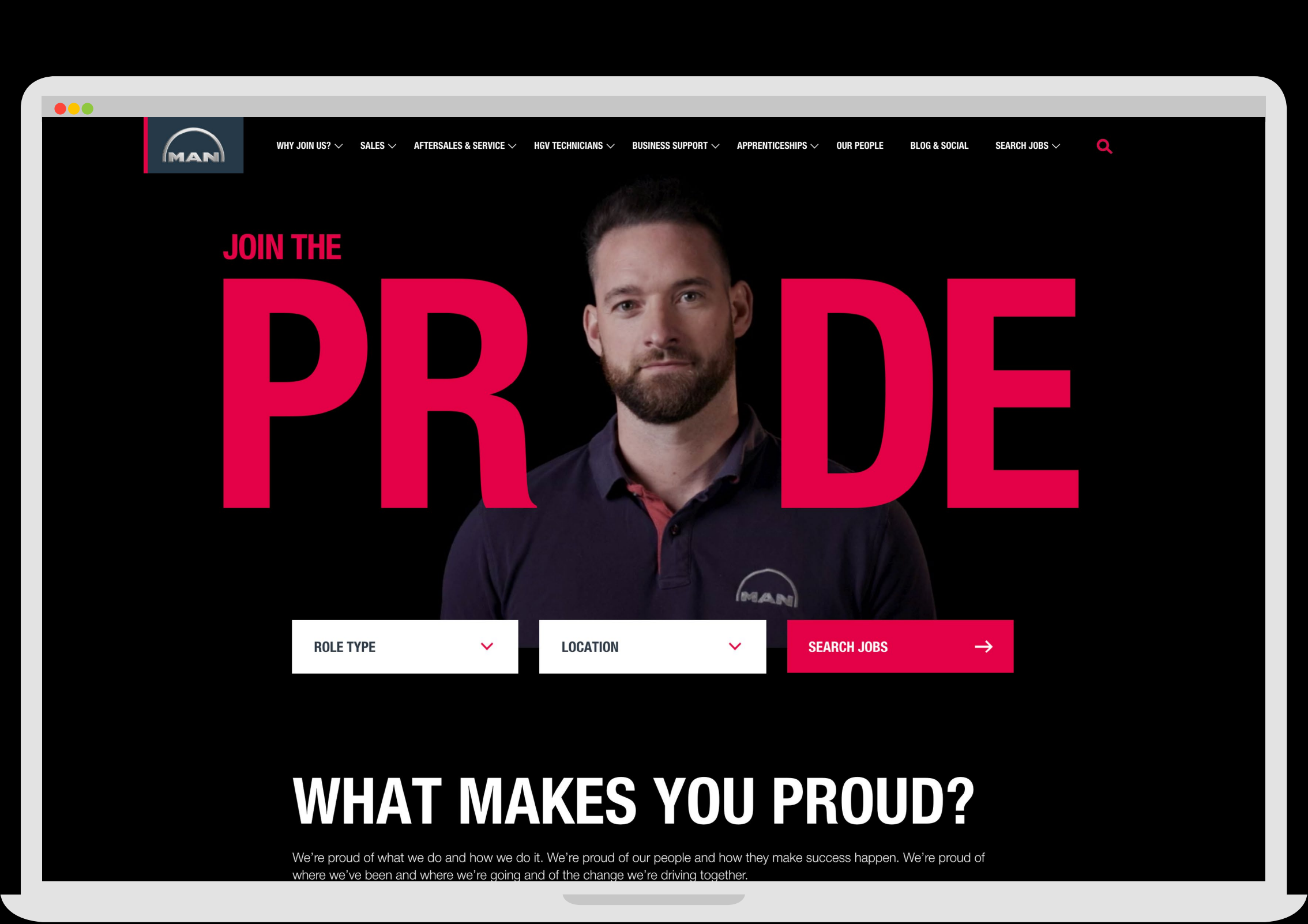


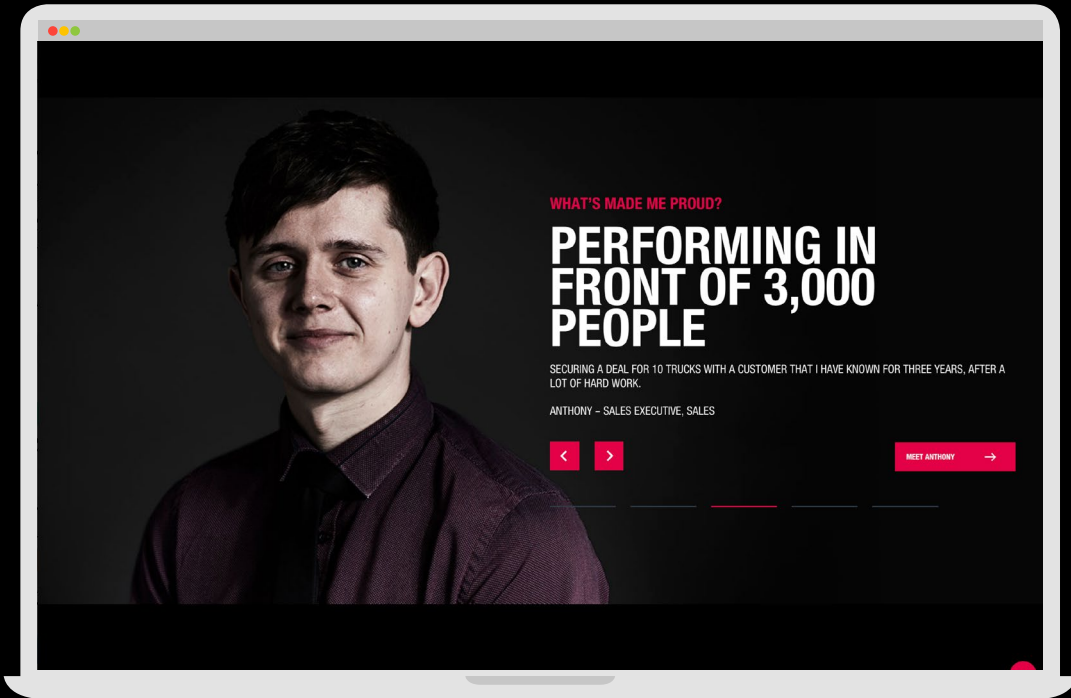
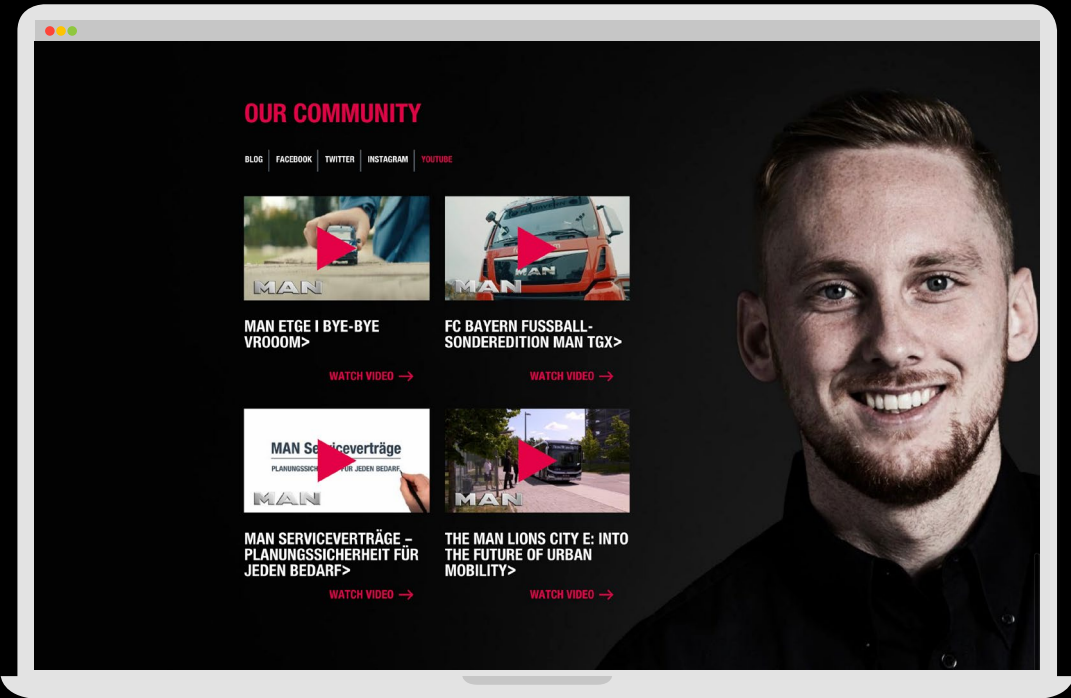
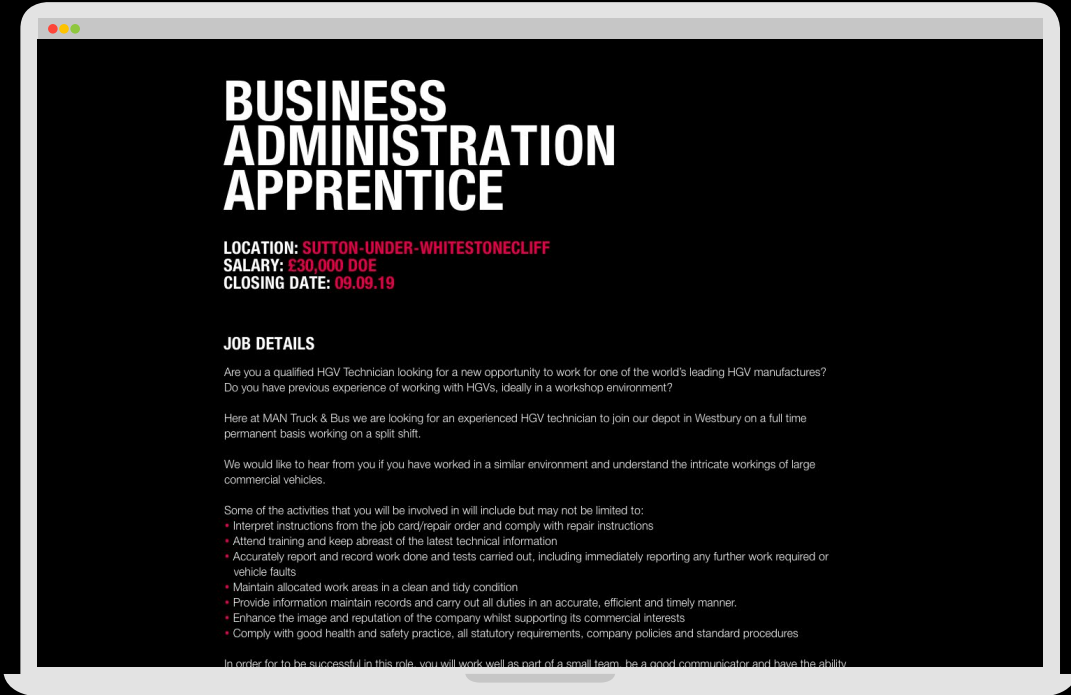
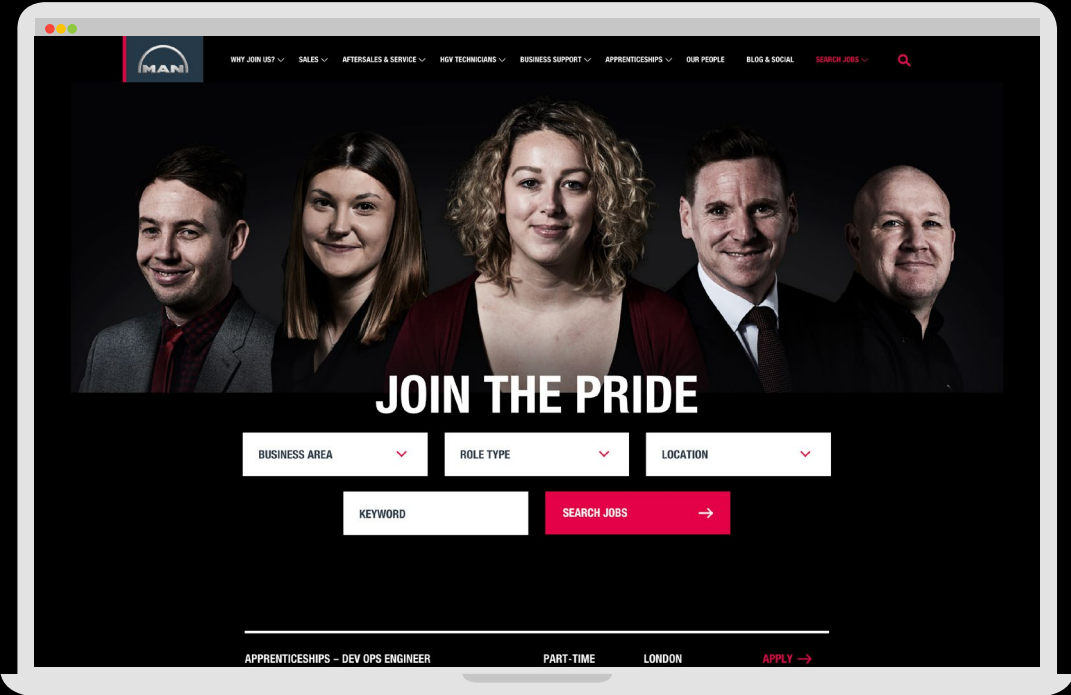
JOIN THE PRIDE

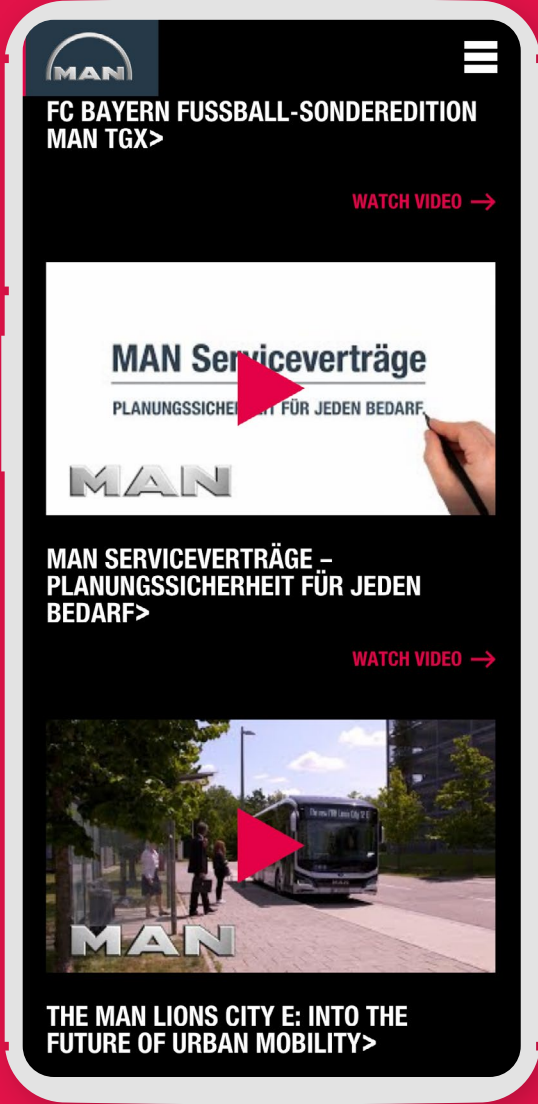
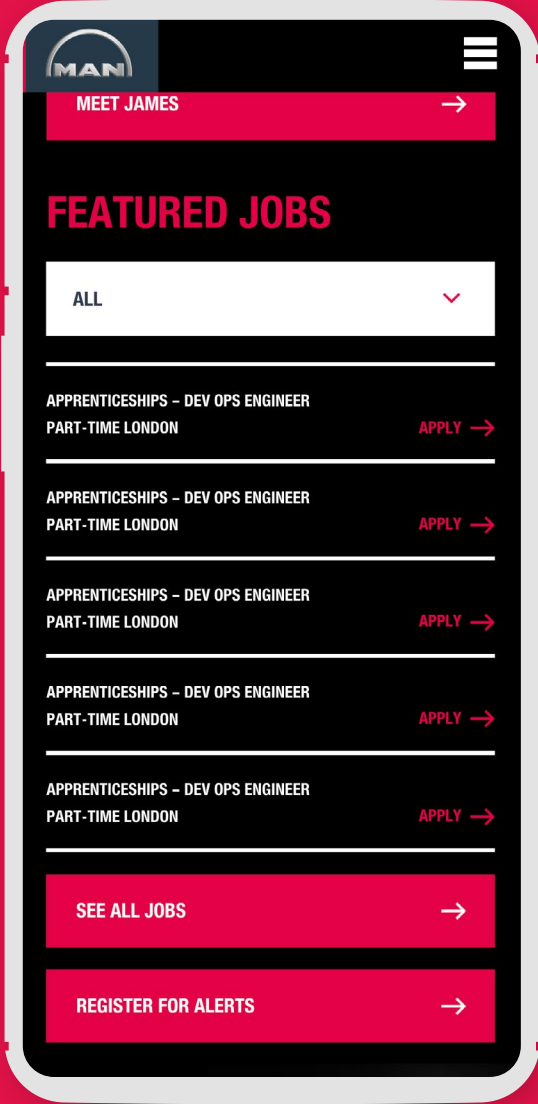
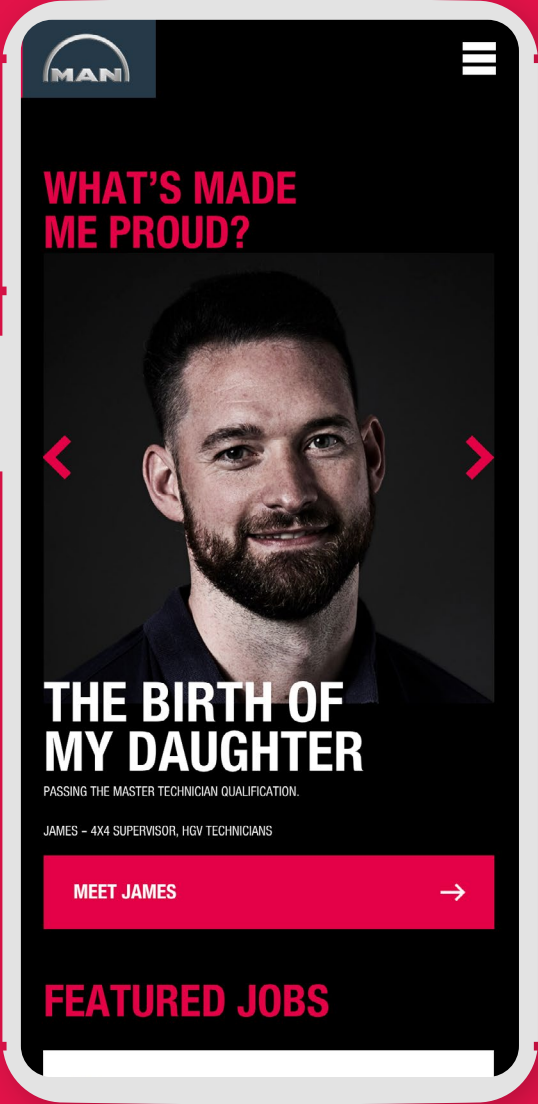
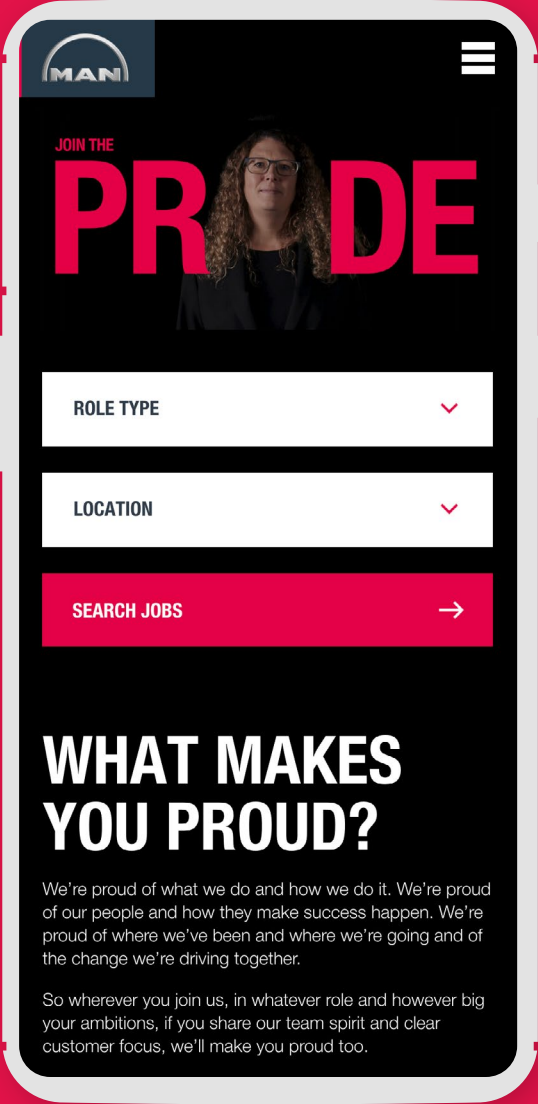
MAN

Employer Brand Launch Video











HGV
TECHNICIANS
WANTED



JOIN THE PRIDE



HGV
TECHNICIANS
JOBS





INTERACTIVE BROCHURE →





HEALTH &
WELLBEING
TO BE PROUD OF



HEALTH & WELLBEING → FINANCIAL WELLBEING →

YOUR HEALTH
& WELLBEING IS
IMPORTANT TO US

Now more than ever, we want to remind you of the benefits we have in place to help you look after yourself, both in body and in mind.

Both these things are important to your overall health and wellbeing, and we can help you to find a balance that helps you both at work and in life.

We're also conscious that recent, essential cost saving initiatives may be impacting you financially.

So it's good to remember that, as part of your rewards package, there are a number of benefits you can take advantage of to help look after your financial and personal health.

If you'd like to know more or have any questions, please feel free to get in touch by emailing payroll@man.eu

HEALTH & WELLBEING →

FINANCIAL WELLBEING →











INTRODUCTION → RECOGNITION → LEARNING AND DEVELOPMENT → BENEFITS → HEALTH AND WELLBEING → HEALTH AND SAFETY → POLICIES AND GUIDES → FAQs →

CONTENTS

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- RECOGNITION →
- LEARNING AND DEVELOPMENT →
- BENEFITS →
- HEALTH AND WELLBEING →
- HEALTH AND SAFETY →
- POLICIES AND GUIDES →
- FREQUENTLY ASKED QUESTIONS (FAQS) →

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OUR CULTURE & VALUES

Championing our values, passion, and pride keeps us going in the right direction on our journey. Knowing where we're going means we can continue to create greater opportunities, a vibrant and healthy workplace and careers everyone can be proud of. Our values are the core of our culture. They're another source of pride and the foundation of who we are, what we do and how we do it. Our culture and our values are how we drive change together.



CUSTOMER FIRST

Our current and potential future customers are the starting point for everything we do. Our understanding of our end customers' needs defines the value within our processes.



TEAM SPIRIT

We work in teams towards a common goal, united by a joint purpose. A team includes everything from the smallest group of colleagues, through each brand, up to the Traton Group itself, and its partners. We work together in a transparent way, and we show the same team spirit in every team.



RESPONSIBILITY

We recognise that the Traton Group is part of a greater society. We always act with integrity and look beyond our immediate areas of responsibility, considering the long-term impact of our actions. We take responsibility as a group, and as individuals for the sustainability and development of the society and environment we are part of.



RESPECT

We respect each individual. Everyone can contribute, has the right and obligation to be heard, and has the potential to grow and learn over time. Respect is the foundation of all processes, all improvements, and all value creation.



ELIMINATION OF WASTE

The tireless work to identify and remove actions and activities that have no value to our end customers – that no one is prepared to pay for. This kind of waste can take many forms – overproduction, overprocessing, under processing, waiting, lack of collaboration, not using human potential, biases, and many others. Anything that adds unnecessary costs to a process is wasteful, and all waste is disrespectful toward the people working in our processes. We continuously work to minimise unnecessary costs by eliminating waste.

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INTERACTIVE BROCHURE →

BEING PART OF THE PRIDE

OUR EMPLOYEE
ADVOCACY PROGRAMME





HOW DOES IT WORK? → WHAT ARE THE BENEFITS? → WHAT'S EXPECTED OF ME → WHAT'S IN IT FOR ME? → WHAT MESSAGE ARE WE TRYING TO SHARE? → WHAT NEXT →

CONTENTS

HOW DOES IT WORK? →

WHAT ARE THE BENEFITS TO MAN? →

WHAT'S EXPECTED OF ME? →

WHAT'S IN IT FOR ME? →

WHAT MESSAGE ARE WE TRYING TO SHARE? →

WHAT NEXT →



Poppy Wolfarth • 3rd+
Early Careers Business Partner
1mo • 🌐

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Great news from MAN! We've just finished an exciting round of interviews for our brand-new one-year industry placement programme designed for undergraduates. This pilot programme is a first for **MAN Truck & Bus UK**, and I'm really proud of this initiative in our Central region.

The interviews were a brilliant success, and the talent and passion shown by the candidates were truly inspiring. I'm certain this programme will offer invaluable hands-on experience and open doors for the future innovators and leaders of our industry.

This is only the beginning of our commitment to working with young people and supporting early careers at MAN. We're constantly looking for fresh ways to attract top talent and build a strong team for the future.

[#MANTruckandBus](#) [#EarlyCareers](#) [#Apprenticeships](#) [#NextGeneration](#) [#IndustryPlacement](#)





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Ryan T. • 3rd+
Sales Executive at MAN Truck & Bus LTD - Birmingham Regi...
1mo • Edited • 🌐

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From Technician to Sales: My Journey at MAN

After 15 months as a technician at MAN. Many of you know, I've recently transitioned into truck sales in the South Birmingham Area.

My background as a technician has given me a better understanding of our products and their capabilities. I've seen first-hand how MAN trucks are built to perform and deliver for our customers. I can't wait to share that expertise with our customers and help them find the perfect truck.

This move into sales is a new challenge for me, but I'm embracing it with enthusiasm. I believe with my technical knowledge, combined with my passion for customer service, I'm ready to deliver for our customers.

[#MANTruckandBus](#) [#CareerTransition](#) [#TechnicianToSales](#) [#TruckSales](#) [#Birmingham](#) [#CustomerService](#) [#JointhePride](#) [#Drive](#)



What makes you proud?
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INTERACTIVE BROCHURE 

EARLY CAREERS YOU CAN BE PROUD OF

DISCOVER MAN APPRENTICESHIPS





APPRENTICESHIP OPPORTUNITIES

JOIN MAN TRUCK & BUS **TODAY**

WE'RE LOOKING FOR

- BUSINESS SUPPORT (FINANCE, IT, HR, MARKETING)
- AFTERSALES & SERVICE
- TECHNICIANS
- SALES

CAREERS.MAN.CO.UK >





**Thank
you for
listening**

**Any
questions?**